

Name \_\_\_\_\_

Period \_\_\_\_\_

## **Initiating the Sale**

### **Chapter 13 Sec 1 – The Sales Process**

#### **Steps of a Sale**

- Approaching the customer
- Determining needs
- Presenting the product
- Overcoming objections
- Closing the sale
- Suggestion selling
- Relationship building

#### **Approaching the Customer**

- The first \_\_\_\_\_ contact with the customer.
- Can \_\_\_\_\_ a sale
- Sets the mood or \_\_\_\_\_
- \_\_\_\_\_

It's true – \_\_\_\_\_

#### **The Approach in Business-to-Business Selling**

- Set up an \_\_\_\_\_
- Introduce yourself with a \_\_\_\_\_ and a smile.
- Be \_\_\_\_\_ with customers you \_\_\_\_\_.
- Use good \_\_\_\_\_ with new customers.

## **The Approach in Retail Selling**

- If customer is \_\_\_\_\_, approach \_\_\_\_\_.
- If customer is undecided, \_\_\_\_\_.
- Encourage customers to look around and to \_\_\_\_\_.

## **Methods for the Initial Approach:**

### **Service Approach Method**

- Ask if \_\_\_\_\_.
- \_\_\_\_\_
- \_\_\_\_\_ – customer says, “I’m just looking.”

### **Greeting Approach Method**

The salesperson \_\_\_\_\_ the customer

\_\_\_\_\_

Establishes a \_\_\_\_\_ atmosphere.

### **Merchandise Approach Method**

Let the customer \_\_\_\_\_. When they \_\_\_\_\_ in a product, the salesperson \_\_\_\_\_ or asks a question.

It is the \_\_\_\_\_ approach because it gets the customer \_\_\_\_\_ about the \_\_\_\_\_ he/she may be interested in.